

ivy newsletter

PHILADELPHIA: 24 July 1973
LETTER #3

Dear IVY Person,

Here is the third informational summer IVY letter:

1. Hank Sennett from WTBU called to ask about a solicitation made to his station by Transamerican Media Corporation. Some background: For many years Campus Media acted as a parttime rep for IVY until it was discovered that they were stealing from us and other stations by collecting money from advertisers but not paying the stations. We ended our contractual obligations when we hired a lawyer (through our old friend Dan Sobol) and started suing for our money. We got most of it before Campus folded. Apparently Transamerica has picked up on the Campus files and is attempting to juke everyone on Campus's list of stations that they now represent them. IMPORTANT: All IVY stations are not represented or have any connection with TRANSAMERICAN. The show that they are pushing is an old ruse. A popular DeeJay claims to have ad support and asks stations to commit for the time (notice he never says which advertisers). Stations sign and then the jock pitches ad accounts. Maybe he gets someone to buy. No way will he get as much for the station as he promises. He will send a letter saying "sorry account fell through, however after 90% in various commissions and only 9 months delay here is your check for \$4.50". Not only would it be foolish to sign with the crooks involved in this rip, it is contrary to our service agreement for anyone but IVY to rep you.

2. WKCR asked NEAS and John Hanson to rep them individually as well as part of IVY. John replied that he would (and had planned to). IVY automatically reps all of the AM stations individually. The FMs, if they want NEAS to rep them, must sign up individually. The point is that the AMs do not want to see IVY degenerate into FM-only buys...and this cannot happen (by the service agreements and vote of the Board). The FMs can sign up individually to get John to rep them for market buys. The AMs are most likely to get bought as part of ~~the~~ a college buy but John will sell the AMs individually unless a particular station objects and wants to be sold only as part of IVY buy.

3. If I am sending these letters to wrong address please send correction. ALSO: please send name of IVY contact at station as well as names of G.M., traffic manager, sales manager, secretary or anyone else we might need to know. Also your school's schedule (open, vacation, close dates) and broadcast schedule. In short, any info. you think we need in addition.

4. NEAS is going by the name "NEAS Radio Division" instead of "Progressive Broadcast Sales" as we thought at first. They felt that the prestige of the name was too important to lose. The Chicago and LA Offices, as well as John in NYC are drumming up business. I meet with John in NYC in two weeks to see how things are going. If you have any questions, comments, or ideas for John, you can write or call. John has said: "No promises on how things will look on Sept. 1...we will see on Aug 31 how they look."

I think they look good, Jim

